## **ORDER**

**Orders** Order / Rev: 106697 06853041 Alt Order #: Product Desc: OBAMA SKED C KSNV 1781 Estimate: Flight Dates: 09/18/12 - 10/01/12 Primary AE: Amy McCreary BLPHI Original Date / Rev: 09/17/12 / 12/03/12 Sales Office: Order Type: **GENERAL** Sales Region: National Name: GMMB, Inc./ Washington D.C. Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast Washington Harbor Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Advertiser **Obama for America** Name: Demographic: A35+ New Business Thru: **Product Codes:** PLC01-Democrat 00:05:00 Order Separation: SELECT PRIORITY CODE Priority: Advertiser External ID:

Bill Plan

Din i lan				
Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	61	\$29,525.00	\$25,096.25
10/01/12	10/01/12	7	\$2.850.00	\$2,422,50

## **Totals**

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	61	\$29,525.00	\$25,096.25	0.00
October 2012	7	\$2,850.00	\$2,422.50	0.00
Totale	68	\$32 375 00	\$27 518 75	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total
KSNV	24%	\$32,375.00
Market	100%	\$134,895.83

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$40,468.75
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$33,723.96
KTUD	1%	\$1,348.96
KVVU	15%	\$20,234.38
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$6,744.79

	Ln	Ch	Start	End	Inventory Code	Break	Start/End Tir	ne Days	Len Sp	ots	Rate Pri	Rtg Type_S	pots	Amount
•	E 1	KSNV	09/18/12	10/01/12	Today Show Today Show	CM	658a-9am	MTWTF	:30	4	\$850.001	0.00 NM	8	\$6,550.00
		TODAY	SHOW		, , ,									
		<u>Star</u>	t Date E	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				ı		

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Order / Rev: 106697 Advertiser: Obama for America

Alt Order #: 06853041 Product Desc: OBAMA SKED C KSNV

Flight Dates: 09/18/12 - 10/01/12 Estimate: 1781

E   KSNV 08/18/12   1001/12   Today Show   CM   6588-84m   MTVTF 30   4   \$850.00   0.00   NM   8   \$6,550.00   ToDAY SHOW   ToDAY SHOW   Sant_Date   End_Date   Weekdays   Spots/Week   Satur   Section   Statifical Titus   Meckdays   Length   Satur   Satur   Section   Statifical Titus   Meckdays   Length   Satur	Ln Ch	Start	End	Inventory Code	Break	Start/End T	ïme Days	Len Spo	ots F	Rate Pri	Rtg Type	Spots	Amount
Stant Date   Find Date   Weekdays   Stots/Week   State   Sta	E 1 KSNV	09/18/1	2 10/01/12	,	СМ	658a-9am	MTWTF	:30	4 \$8	350.001	0.00 NM	8	\$6,550.00
Week-CORP-18712   OGG 1/47   MTNTFF-	TODAY S	SHOW		. July J. I.J.									
Week-08/25F12   1001/12   MTNTF-   4 \$850.00   0.00   Weekdays   Length   Rate   Ris   Type   Ris   Rate   Rate   Rate   Ris   Rate   Ra													
Section   Ch   Date   Range   Description   Stant/First   Time   Stant   Sta													
E 2 KSNV 09/18/12 09/24/12   MFT Today Show II 3rd 16/M					· ·			Veekdays	Length	Rate	Rtg Type		
TODAY SHOW   I   Start Date   End Date   Weekdays   Company   Superior   Su	8 KSNV	09/25/12	2-10/01/12 T	oday Show	6588	a-9am	N	ITWThF	- :30	\$600.00	0.00 NM		
Siart Date   Monk Advance   Monk A	E 2 KSNV	09/18/1	2 09/24/12			9-10a	MTWTF	:30	4 \$3	350.001	0.00 NM	4	\$1,400.00
Week: 09181/12   0924412   M-WFF   4 \$350.00   0.00						_							
E 3 KSNV 09/18/12 10/01/12 MFT Today Show III 4th BM 10am-11am MTWTF :30 5 \$325.001 0.00 NM Today 4th Hour Today 4th Hour TODAY SHOW III Start Date End Date Week: 09/18/12 09/24/12 MTWTF 5 \$325.00 0.00 0.00													
Today Show   II								-30	5 ¢3	225 00 1	0.00 NM	10	\$3.250.00
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Week 09/18/12   09/24/12   MTNTFF-   5 \$325,00   0.00   S25,00   0.00   S25,00	L 3 NOIV	00/10/1	2 10/01/12		III - III I I I	Toain Train	1411 W 1 1	.50	υ ψι	20.001	0.00 14101	10	ψ5,250.00
Week: 09/18/12   09/24/12   MTNTF   5 \$325.00   0.00	TODAY S	SHOW I	III	•									
Week: 09/25/12   10/01/12   MTWTF   5 \$325.00   0.00	·												
Rachel Ray													
Rachel Ray   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Week 09/19/12   0/01/12   MTVTF   2 \$325.00   0.00   0.00   MTVTF   30 \$325.00   0.00   NIM   10 \$4,250.00   NIM						-		.20	E 0:	225 001	0.00 NM	_	¢4 625 00
Rach-HEL RAY	E 4 KSINV	09/10/1	2 10/01/12	,	CIVI	i iaiii-izpiii	MIWIF	.30	<b>Э</b> ф3	525.00 1	U.UU INIVI	5	\$1,025.00
Week: 09/18/12   09/24/12   MTNTF   2   \$325.00   0.00	RACHEL	RAY		. taonao tay									
Week: 09/25/12   10/01/12   Non News	Start	t Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
E 5 KSNV 09/18/12 10/01/12   Noon News Noon News Noon News Noon News New Noon News New Noon News New Noon News New Noon News Noon News New Noon News New Noon News New Noon News Noon News Noon News New Noon News New Noon News News Noon News Noon News News Noon News Noon News News Noon News News Noon News News Noon News News News Noon News News News News News Noon News News News News News News News News													
NEWS 3 AT NOON   News   News   Start Date   End Date   Weekdays   MTWTF   5 \$425.00   0.00		-				*			- •				<b>*</b>
NEWS 3 AT NOON   Start Date	E 5 KSNV	09/18/1	2 10/01/12		СМ	12-1230pm	MTWTF	:30	5 \$4	125.001	0.00 NM	10	\$4,250.00
Week: 09/18/12   09/24/12   MTWTF   5 \$425.00   0.00	NEWS 3	AT NO	ON	Noon News									
Week: 09/25/12   10/01/12   Days of our Lives   CM   1258p-2pm   MTWTF   :30   5 \$425.00   0.00   NM   10 \$4,250.00				Weekdays	Spots/Week	Rate	Rating						
The control of the	Week: 09/1	8/12	09/24/12				0.00						
Day's Of OUR LIVES   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Week: 09/18/12   09/24/12   MTWTF   5 \$425.00   0.00						-							
DAYS OF OUR LIVES   Start Date   End Date   Meekdays   Spots/Week   Rate   Rating   Week 09/18/12   09/24/12   MTWTF   5 \$425.00   0.00	E 6 KSNV	09/18/1	2 10/01/12	•		1258p-2pm	MTWTF	:30	5 \$4	125.001	0.00 NM	10	\$4,250.00
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Week: 09/928/12   00/041/12   MTWTF   5 \$425.00   0.00	DAYS O	F OUR I	LIVES	Days of our Lives	•								
Week: 09/18/12   09/24/12   MTWTF   5 \$425.00   0.00				Weekdays	Spots/Week	Rate	Rating						
The Doctors	Week: 09/1	8/12	09/24/12	MTWTF	5								
THE DOCTORS    Start Date   End Date   Weekdays   Spots/Week   Rate   Rating					5	\$425.00							
THE DOCTORS   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Week: 09/25/12   10/01/12   MTWTF   2 \$325.00   0.00	E 7 KSNV	09/18/1	2 10/01/12	=	CM	2pm-3pm	MTWTF	:30	5 \$3	325.001	0.00 NM	5	\$1,625.00
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating	THE DO	CTOPS		The Doctors									
Week: 09/18/12   09/24/12   MTWTF   2   \$325.00   0.00			End Date	Weekdays	Snots/Week	Rate	Rating						
Neek: 09/25/12   10/01/12   NTWTF   3 \$325.00   0.00													
DR. PHIL   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Week: 09/18/12   09/24/12   MTWTF   5 \$450.00   0.00   0.00   Spot   Ch Date Range   Description   Start/End Time   MTWThF   :30 (\$450.00)   0.00   NM   Credited   [CREDIT-REFUND]   E 9 KSNV   09/25/12   09/18/12   Tues PR 10-11p   CM   10-11pm   -T   :30   1 \$3,200.001   0.00 NM   1 \$3,200.00   E 10 KSNV   09/25/12   09/28/12   M-F Today Show II 3rd H6M   9-10a   -TWTF   :30   4 \$350.001   0.00 NM   4 \$1,400.00   TODAY SHOW II	Week: 09/2	25/12	10/01/12	MTWTF	3	\$325.00	0.00						
DR. PHIL  Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Week: 09/18/12   09/24/12   MTWTF   5 \$450.00   0.00   Week: 09/25/12   10/01/12   MTWTF   5 \$450.00   0.00   Spot   Ch Date Range   Description   Start/End Time   Weekdays   Length   Rate   Rtg   Type   T KSNV 09/25/12-10/01/12 Dr. Phil   3-4p   MTWThF   :30 (\$450.00)   0.00   NM   Credited   [CREDIT-REFUND]  E 9 KSNV 09/18/12   09/18/12   Tues PR 10-11p   CM   10-11pm   -T   :30   1 \$3,200.001   0.00   NM   Tuesday Prime 10-11pm   PARENTHOOD   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Week: 09/17/12   09/28/12   M-F Today Show II 3rd H@M   9-10a   -TWTF   :30   4 \$350.001   0.00   NM   4 \$1,400.00   M-F Today Show II	E 8 KSNV	09/18/1	2 10/01/12		CM	3-4p	MTWTF	:30	5 \$4	150.001	0.00 NM	9	\$4,050.00
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Week: 09/18/12   09/24/12   MTWTF   5 \$450.00   0.00   Week: 09/25/12   10/01/12   MTWTF   5 \$450.00   0.00   Spot   Ch Date Range   Description   Start/End Time   Weekdays   Length   Rate   Rtg Type   MTWThF   :30 (\$450.00)   0.00   NM   Credited   [CREDIT-REFUND]   E 9 KSNV   09/18/12   09/18/12   Tues PR 10-11p   CM   10-11pm   -T   :30   1 \$3,200.001   0.00   NM   1 \$3,200.00   E 10 KSNV   09/25/12   09/28/12   M-F Today Show II 3rd H@M   9-10a   -TwTF   :30   4 \$350.001   0.00   NM   4 \$1,400.00   M-F Today Show II 3rd H@M   9-10a   -TwTF   :30   4 \$350.001   0.00   NM   4 \$1,400.00   M-F Today Show II 3rd H@M   9-10a   -TwTF   :30   4 \$350.001   0.00   NM   4 \$1,400.00   M-F Today Show II 3rd H@M   9-10a   -TwTF   :30   4 \$350.001   0.00   NM   4 \$1,400.00   M-F Today Show II 3rd H@M   9-10a   -TwTF   :30   4 \$350.001   0.00   NM   4 \$1,400.00   M-F Today Show II 3rd H@M   9-10a   -TwTF   :30   4 \$350.001   0.00   NM   4 \$1,400.00   M-F Today Show II 3rd H@M   9-10a   -TwTF   :30   4 \$350.001   0.00   NM   4 \$1,400.00   M-F Today Show II 3rd H@M   9-10a   -TwTF   :30   4 \$350.001   0.00   NM   4 \$1,400.00   M-F Today Show II 3rd H@M   9-10a   -TwTF   :30   4 \$350.001   0.00   NM   4 \$1,400.00   M-F Today Show II 3rd H@M   9-10a   -TwTF   :30   4 \$350.001   0.00   NM   4 \$1,400.00   M-F Today Show II 3rd H@M   9-10a   -TwTF   :30   4 \$350.001   0.00   NM   4 \$1,400.00   M-F Today Show II 3rd H@M   9-10a   -TwTF   :30   4 \$350.001   0.00   NM   4 \$1,400.00   M-F Today Show II 3rd H@M   9-10a   -TwTF   :30   4 \$350.001   0.00   NM   4 \$1,400.00   M-F Today Show II 3rd H@M   9-10a   -TwTF   :30   4 \$350.001   0.00   M-F Today Show II 3rd H@M   9-10a   -TwTF   :30   4 \$350.001   0.00   M-F Today Show II 3rd H@M   9-10a   -TwTF   :30   4 \$350.001   0.00   M-F Today Show II 3rd H@M   9-10a   -TwTF   :30   4 \$350.001   0.00   M-F Today Show II 3rd H@M   9-10a   -TwTF   :30   4 \$350.001   0.00   M-F Tod	DD DHII			Dr Phil									
Week: 09/18/12       09/24/12       MTWTF       5       \$450.00       0.00         Week: 09/25/12       10/01/12       MTWTF       5       \$450.00       0.00         Spot Ch Date Range       Description       Start/End Time       Weekdays       Length       Rate       Rtg       Type         7 KSNV 09/25/12-10/01/12 Dr. Phil       3-4p       MTWThF       :30 (\$450.00)       0.00 NM         Credited [CREDIT-REFUND]         E 9 KSNV 09/18/12       09/18/12       Tues PR 10-11p       CM       10-11pm       -T       :30       1       \$3,200.001       0.00 NM       1       \$3,200.00         PARENTHOOD         Start Date       End Date       Weekdays       Spots/Week       Rate       Rating         Week: 09/17/12       09/23/12       -T       1       \$3,200.00       0.00         E 10 KSNV 09/25/12 09/28/12       M-F Today Show II       9-10a       -TwTF       :30       4       \$350.001       0.00 NM       4       \$1,400.00         Meek: 09/17/12       09/28/12       M-F Today Show II       -TwTF       :30       4       \$350.001       0.00 NM       4       \$1,400.00			End Date	Weekdays	Snots/Meek	Rate	Rating						
Week: 09/25/12         10/01/12         MTWTF         5         \$450.00         0.00           Spot         Ch Date Range         Description         Start/End Time         Weekdays         Length         Rate         Rtg Type           7 KSNV 09/25/12-10/01/12 Dr. Phil         3-4p         MTWThF         :30 (\$450.00)         0.00 NM           Credited [CREDIT-REFUND]           E 9 KSNV 09/18/12         09/18/12         Tues PR 10-11p         CM         10-11pm         -T         :30 1         \$3,200.001         0.00 NM         1         \$3,200.00           PARENTHOOD           Start Date         End Date         Weekdays         Spots/Week         Rate         Rating           Week: 09/17/12         09/23/12         M-F Today Show II 3rd H@M         9-10a         -TWTF         :30 4         \$350.001         0.00 NM         4         \$1,400.00           TODAY SHOW II													
7 KSNV 09/25/12-10/01/12 Dr. Phil 3-4p MTWThF :30 (\$450.00) 0.00 NM  Credited [CREDIT-REFUND]  E 9 KSNV 09/18/12 09/18/12 Tues PR 10-11p CM 10-11pm -T :30 1 \$3,200.001 0.00 NM 1 \$3,200.00  PARENTHOOD  Start Date End Date Weekdays Spots/Week Rate Week: 09/17/12 09/23/12 -T 1 \$3,200.00 0.00  E 10 KSNV 09/25/12 09/28/12 M-F Today Show II 3rd H0M 9-10a -TWTF :30 4 \$350.001 0.00 NM 4 \$1,400.00  M-F Today Show II				MTWTF									
Credited [CREDIT-REFUND]  E 9 KSNV 09/18/12 09/18/12 Tues PR 10-11p CM 10-11pm -T :30 1 \$3,200.001 0.00 NM 1 \$3,200.00 PARENTHOOD  Start Date End Date Weekdays Spots/Week Rate Week: 09/17/12 09/23/12 -T 1 \$3,200.00 0.00  E 10 KSNV 09/25/12 09/28/12 M-F Today Show II 3rd H0M 9-10a -TwTF :30 4 \$350.001 0.00 NM 4 \$1,400.00 M-F Today Show II							_						
[CREDIT-REFUND]  E 9 KSNV 09/18/12 09/18/12 Tues PR 10-11p CM 10-11pm -T :30 1 \$3,200.001 0.00 NM 1 \$3,200.00 PARENTHOOD  Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Week: 09/17/12 09/23/12 -T 1 \$3,200.00 0.00  E 10 KSNV 09/25/12 09/28/12 M-F Today Show II 3rd H0M 9-10a -TWTF :30 4 \$350.001 0.00 NM 4 \$1,400.00 M-F Today Show II			2-10/01/12 D	Dr. Phil	3-4p	1	Ņ	/ITWThF	- :30	(\$450.00)	0.00 NM		
E 9 KSNV 09/18/12 09/18/12 Tues PR 10-11p CM 10-11pm -T :30 1 \$3,200.001 0.00 NM 1 \$3,200.00 PARENTHOOD  Start Date End Date Weekdays Spots/Week Rate Week: 09/17/12 09/23/12 -T 1 \$3,200.00 0.00  E 10 KSNV 09/25/12 09/28/12 M-F Today Show II 3rd H2M 9-10a -TWTF :30 4 \$350.001 0.00 NM 4 \$1,400.00 M-F Today Show II			=FUND1										
Tuesday Prime 10-11pm  PARENTHOOD  Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Week: 09/17/12   09/23/12   -T   1 \$3,200.00   0.00  E 10 KSNV   09/25/12   09/28/12   09/28/12   M-F Today Show II 3rd H2M   9-10a   -TWTF   :30   4 \$350.001   0.00 NM   4 \$1,400.00   M-F Today Show II				Tues PR 10-11n	CM	10-11nm	-T	.3∪	1 \$3.3	200 001	0.00 VIV	1	\$3 200 00
PARENTHOOD    Start Date   End Date   Weekdays   Spots/Week   Rate   Rating	L J KONV	JU/ 10/ I	_ 00/10/12			10 TIPIII	ı ·	.00	, ψυ,2	-50.001	O.OO INIVI	'	ψυ, 200.00
Week: 09/17/12	PARENT	HOOD			r								
E 10 KSNV 09/25/12 09/28/12 M-F Today Show II 3rd H2M 9-10a -TWTF :30 4 \$350.001 0.00 NM 4 \$1,400.00 M-F Today Show II  TODAY SHOW II													
M-F Today Show II TODAY SHOW II													
TODAY SHOW II	E 10 KSNV	09/25/1	2 09/28/12			9-10a	-TWTF	:30	4 \$3	350.001	0.00 NM	4	\$1,400.00
	TODAY 9	SHOW I	ı	ivi-r Today Snow	/ 11								
				<u>Weekdays</u>	Spots/Week	Rate	Rating						

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Order / Rev: 106697

Advertiser: Obama for America

Alt Order #: 06853041

Product Desc: OBAMA SKED C

Flight Dates:

09/18/12 - 10/01/12

Estimate: 1781

KSNV

Ln Ch **Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Start End E 10 KSNV 09/25/12 09/28/12 M-F Today Show II 3rd HCM 9-10a -TWTF--\$1,400.00 :30 \$350.001 0.00 NM M-F Today Show II TODAY SHOW II Start Date **End Date** Weekdays Spots/Week Rating Rate -TWTF--\$350.00 Week: 09/24/12 09/30/12 0.00 E 11 KSNV 10/01/12 10/01/12 M-F Today Show II 3rd HCM 9-10a M-----:30 \$425.001 0.00 NM 1 \$425.00 M-F Today Show II TODAY SHOW II Spots/Week Start Date **End Date** Weekdays Rating Rate Week: 10/01/12 10/07/12 \$425.00 0.00 N12 KSNV 09/22/12 09/22/12 News 3 Sunrise - SATURIM \$350.001 6a-7a ----S-:30 0.00 NM 1 \$350.00 News 3 Sunrise SATURDAY TODAY SHOW II Start Date End Date **Weekdays** Spots/Week Rating Rate ----S-Week: 09/18/12 09/24/12 \$350.00 0.00 Totals 68 \$32,375.00